

PITCH DIRECT



10 October 2022/Africa/Sports/Soccer

PITCH DIRECT SUB-SHARAN AFRICA STRATEGIC PARTNERSHIP WITH FOOTBALL ASSOCIATION OF ZAMBIA

Pitch Direct Ltd is thrilled to announce the beginning of its journey in Africa as it penetrates the sports industry with a commitment to support and grow the sport, football, in the continent starting with Zambia.

The news comes with even greater excitement as an exclusive Sports Marketing Agency which provides strategic guidance to partners and brands has just expanded its mandate to sub-Saharan Africa this year.

We are delighted and honoured to reveal that Pitch Direct will be consulting and strategically representing Football Association of Zambia (FAZ) in driving sponsorship acquisition and stakeholders' alignment in developing and promoting football in Zambia. This strategic partnership will run for 3 years with Pitch Direct Sub-Saharan Africa as the official but non-exclusive sponsorship broking and consultancy services partner to FAZ.

Pitch Direct Sub-Sharan Africa Managing Director, Levis Paul, said: "We are very pleased to have formed these strategic partnerships as this is a great step towards achieving our goal in supporting and contributing to the football industry in Africa and engaging with African brands at large."

"Given the current football commercial awareness growth and evident potential talent exposure in Africa, Pitch Direct Sub Sharan Africa Managing Director continues, this is also a massive opportunity for Pitch Direct Africa, having been known for its passion on delivering strategic purpose-led partnerships in US and Europe. Parallel with the exposure of Africa football leagues and talents, there is only growth to look forward to."

Pitch Direct as a company aims to not only position the Zambia Association IPs to the global scene of brands that are “already in Africa” and those who are looking to “expand into Africa” but also to reveal FAZ smooth run and ease of adopting cross-cutting business objectives with partners to drive ROI for both.

And FAZ has welcomed the landmark partnership with Pitch Direct expressing optimism that the agreement will open new frontiers sports marketing and branding. “We are extremely excited at the partnership with Pitch Direct that we hope will exemplify modern trends in sports branding and marketing. One of our goals is to expand opportunities for our game through strategic partnerships with market leaders and trend setters,” says FAZ General Secretary Adrian Kashala.

Contact: Nicolette Packwood, Founder/CCO: Pitch Direct Ltd

Email: Nicolette@pitchdirect.co.uk

Levis Paul, MD Sub-Saharan Africa, Pitch Direct Ltd

Email: Levis@pitchdirect.co.uk

About Pitch Direct and Football Association of Zambia

Pitch Direct Ltd

Pitch Direct is a boutique sports marketing agency who are passionate about all things sport and delivering strategic purpose-led partnerships.

Our core principles are anchored in ESG, and we pride ourselves on promoting sustainability, inclusivity and gender-equality within sports.

We work with a range of clients from individual’s, start-ups to some of the most distinguished organisations globally. And provide consultancy services to Sport Rights Holders, Governments and Federations.

Headquartered in the UK, our boutique agency has offices in South Africa, Tanzania and further representation in India and the USA.

<https://www.pitchdirect.co.uk/>

FOOTBALL ASSOCIATION OF ZAMBIA

The Football Association of Zambia (FAZ) is the governing body of football in Zambia.

It was founded in 1929 and affiliated to FIFA in 1964. FAZ controls and regulates the game of football in the Republic of Zambia in all its facets. FAZ is a legal entity of an associative nature registered with the National Sports Council of Zambia in accordance with the National Sports Council Act of Zambia (Chapter 142).

FAZ is an affiliated member of the Federation International de Football Associations (FIFA), Confederation Africaine de Football (CAF) and Council of Southern Africa Football Associations (COSAFA).

PITC **P** **D**IRECT



It organises Football Development Programmes and the Zambian Premier League (ZPL).

In its control and regulation of football, FAZ employs various instruments to ensure effective development and progression of football from grassroot to youth and elite levels. At the elite level, FAZ, directly or through affiliated structures is responsible for the running of leagues and Zambia national teams where the performance of players, clubs and national teams is of crucial importance to the attainment of good results for the benefit of clubs and the people of Zambia.

<https://www.faz.co.zm/>